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Blog Marketing: The Revolutionary New Way to Increase Sales, Build Your Brand, and Get Exceptional Results

Jeremy Wright

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Jeremy Wright : Blog Marketing: The Revolutionary New Way to Increase Sales, Build Your Brand, and Get Exceptional Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blog Marketing: The Revolutionary New Way to Increase Sales, Build Your Brand, and Get Exceptional Results:

0 of 0 people found the following review helpful. Everything I Needed to Know (and More) About BloggingBy Susan KlopferI needed a quick and easy-to-read guide for understanding and using Blogs. I got this and more from Blog Marketing. Even though I was actually looking for a blogging book to help me use blogging to market my own POD published books (and not necessarily a formal business book), Blog Marketing answered all of my questions and then more. This was a Kindle Edition purchase and it is well suited for this venue. Wright uses personal experience to provide realistic information about life in the Blogosphere. He makes a good case for seeing blogging as the relational

marketing tool that it is. Woe to any business that sees blogging only as "free advertising." Customer-based blogging is emphasized and Wright gives a host of reasons and real life examples to make his case. 6 of 6 people found the following review helpful. The Right Book for the Right Reader By Brad Shorr Though all of the information in this book is available from a zillion online sources, it's helpful to have everything in one place for easy reference. Mr. Wright provides easy-to-read basics on business blogging, including helpful tips on all aspects of blog development and instructive case studies. I think the best audience for this book is a business executive who wants to start learning about blogging and how it can help his/her company. That should include a lot of people, because blogs may well come to dominate B2B B2C marketing, new business development and customer retention, product development, and more. Business leaders need to be aware! 0 of 0 people found the following review helpful. Three Stars By Erica Anderson interesting book.

With an exclusive look inside Google, Disney, Yahoo, IBM, and others, this book shows how your company can use blogs to raise its visibility and transform internal communications. All companies, large and small, know that reaching customers directly and influencing--and being influenced by--them is essential to success. Blog Marketing shows marketing and PR professionals as well small business owners how to do just that without spending a lot of money. Readers will learn how to tap into the power of blogs to create a direct line of communication with customers, raise the company's visibility, and position their organizations as industry thought leaders. "Blogs will soon become a staple in the information diet of every serious businessperson . . . Blogs offer an accelerated and efficient approach to acquiring and understanding the kind of information all of us need to make business decisions." -- John Battelle, *Business 2.0*

From the Back Cover What if you could listen to millions of people--customers, employees, competitors, partners, even the media--as they candidly discuss your company, your products, and your advertising? And what if you were able to use this real, up-to-the-minute feedback to determine exactly what your customers want and how to improve your business exponentially? Sound too good to be true? Then you haven't tapped into the power of the blog. Today, 50 to 100 million bloggers are communicating on the Internet, expressing their thoughts on and experiences with products, and sharing industry information. With millions of voices being heard, this revolutionary medium is now a worldwide forum. No business can afford to be left out of the conversation. In *Blog Marketing*, leading blogging consultant Jeremy Wright explains how and why companies of all types blog and reveals strategies for effectively interacting with customers. You'll find out how authentic feedback from customers can lead to potential new marketing strategies, innovative new product ideas, and new concepts that will completely transform your business. Get an exclusive look at some phenomenally successful companies currently taking advantage of blogs including Microsoft, Sun Microsystems, Google, Disney, General Motors, and others, and find out how you can reap the rewards in your own organization. *Blog Marketing* is filled with real-world examples of how blogging can extend company branding, create positive experiences with your customers, provide real feedback on your company and its products, transform the way your company does business, simplify a variety of project management tasks, impact the bottom line. The business world is undergoing profound changes, redefining marketing, public relations, and customer communications. If you aren't inviting this change into your own business--and keep in mind, your competitors are--then the writing is on the wall. No matter what your business, blogging is essential to your success, both now and in the future. Revolutionize your business with the power of the blog. Today, tens of millions of bloggers are communicating on the Internet about companies, products, trends, and much more. Don't miss out on the conversation! *Blog Marketing* explains how blogs are amazingly cost-effective tools for making business decisions based on actual customer feedback and market intelligence. So get on the blog wagon! Find out how GM runs new concepts by customers and invites feedback on their popular Fast Lane blog--one of today's top 500 blogs. The Disney Channel uses blogs to streamline internal communication and increase their engineering team's efficiency. Microsoft product development teams look for blog feedback before making significant changes to applications. Boeing used blogs to gather customer feedback while developing the new 787 Dreamliner. I can offer you no greater advice than to read and study this book as if your corporate life depends upon it. Because it does. -- From the foreword by Dave Taylor, publisher, *The Intuitive Life Business Blog*

About the Author Jeremy Wright is an author and business consultant with a passion for blogging, communications, time management, and anything else that makes people's lives easier. He has spoken at dozens of conferences and worked with a wide range of companies -- from Fortune 500s to home-based businesses -- to understand the power of blogging and online marketing. His blog, *Ensign.org*, is read by more than 250,000 people every month.